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| Content | 3 | 2 | 1 | 0 |
| Introduction | Strong attention- getter, credibility established, and topic clearly previewed, Anecdote builds interest. Thesis is clear and makes a persuasive point. | Average attention getter, credibility implied, topic adequately previewed. Thesis and anecdote may be present, but lacking. | Weak attention- getter, no credibility, weak preview of topic. Thesis and/or anecdote missing. | No attention, credibility or preview of topic. |
| Content | Balanced presentation of relevant and legitimate information that clearly supports a central purpose or argument and shows a thoughtful, in-depth analysis of a significant topic. Audience gains important insights. | Information provides reasonable support for a central purpose or argument and displays evidence of a basic analysis of a significant topic. Audience gains some insights. | Information supports a central purpose or argument at times. Analysis is basic or general. Audience gains few insights. | Central purpose or argument is not clearly identified. Analysis is vague or not evident. Reader is confused or may be misinformed. |
| Organization | The ideas are arranged logically to support the purpose or argument. They flow smoothly from one to another and are clearly linked to each other.  The audience can follow the line of reasoning. | The ideas are arranged logically to support the central purpose or argument.  They are usually clearly linked to each other. For the most part, the audience can follow the line of reasoning. | In general, the speech is arranged logically, although occasionally ideas fail to make sense together. The audience is fairly clear about what writer intends. | The speech is not logically organized.  Frequently, ideas fail to make sense together.  The reader cannot identify a line of reasoning and loses interest. |
| Conclusion | Speech has a concrete ending that calls back to the introduction. | Speech has an ending, but fails to call back to introduction. | Speech does not seem to have a planned conclusion. | Am I done? How much time is left? |
| Time | 5 Minutes Q& A does not count | 4-5 Minutes | 2-3 Minutes | 1-2 Minutes |
| Eye Contact | Maintains consistent eye contact with entire audience. | Maintains eye contact with most of the audience most of the time. | Only looks at the audience occasionally. | Has very little or no eye contact with the audience. |
| Movement!  Gestures | Natural movement and gestures compliment the message. | Some natural movement and gestures, but some distracting. | Most movement and gestures appear nervous and distract from the message. | Movement and gestures either not present or completely distracting. |
| Vocal Quality | Speaks loudly and clearly with a variety of pitch and rhythm. | Speaks loud enough, but lacks clarity or variety in either pitch or rhythm. | Speaks too softly or unclearly and lacks variety in pitch or volume, | Cannot be heard by the audience, or speaks too fast or monotone. |
| Language Usage | Uses language that enhances understanding with very few urns and ahs. | Uses clear language with some urns and ahs. | Uses language that is awkward and/or relies on numerous urns and ahs. | Uses language that is confusing and filled with urns and ahs. |

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